



Community Development Department
651-792-7074 ♦ fax: 651-792-7070

June 22, 2012

Mr. Ralph Kloiber
Real Estate Director
HOM Furniture
10301 Woodcrest Drive NW
Coon Rapids, MN 55433

Re: 2500 Cleveland Avenue- Master Sign Plan Approval

On June 21, 2012, the Roseville Master Sign Plan Committee held the administrative hearing to review and consider the Master Sign Plan at 2500 Cleveland Avenue. No adjacent property owners or citizens were present to address the committee and the City Planner did not receive any calls, email, or letters concerning the proposal.

The MSP Committee has reviewed the proposal and approves the following as the MSP for 2500 Cleveland Avenue:

WALL SIGN REQUIREMENTS

- Advertising, flashing, pulsating, rotating light (or lights), rooftop, banners, mobile signs, and portable signs shall be prohibited, as well as other prohibited signs covered under Section 1010 of the Roseville City Code.
- Wall signs shall be limited to a total of 615 sq. ft. of signage – 240 sq. ft. for the building front (160 lineal feet x 1.5 sq. ft. ratio) and 188 sq. ft. for each of the rear halves (125 lineal feet x 1.5 ratio).
- Wall signs meeting the total square footage allowed, can be installed on the north, south and west sides of the building.
- Wall signs (including identity logos and/or symbols) shall be individual or channel letters that may be illuminated, have finished returns and/or be installed on raceways, and shall not exceed 30 inches in height.
- Letter returns and raceways may be painted, prefinished, or utilize exposed metal; and exposed metal shall be stainless steel, titanium, bronze, aluminum, or other non-corrosive material.
- Sign panels/cabinets may be used in place of individual or channel letters.
- Sign material shall be limited to metal and acrylic with UV inhibitors. All materials shall be made of high quality durable materials and finishes, and be of the highest quality fabrication.

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- Window graphics/signs shall be limited to 25% of the window area.

FREESTANDING SIGN REQUIREMENTS

- The existing freestanding multi-tenant sign and the replacement from time to time of the pre-existing five panel faces shall be allowed. A permit shall be required for each tenant replacement.
- Leasing information shall be incorporated into the freestanding sign within the next three years. A leasing sign placed on the wall of the vacant space shall be allowed at a size not exceeding 24 sq. ft. No freestanding leasing signs are permitted on the premises.

OTHER REQUIREMENTS

- Landlord//owner sign-off of any sign proposal shall accompany any sign permit and shall meet the requirements of the MSP.
- A sign permit is required for the installation of all signs on the premises.

Should you have any questions or comments, please call me at 651-792-7074.

Respectfully,

CITY of ROSEVILLE



Thomas Paschke
City Planner



Perry Bolin Architecture, PLLC
Perry Bolin, AIA, NCARB, LEED AP

Memorandum

Date: 05/21/12
By: Perry Bolin (PBA)
To: Tomas Paschke, City Planner
City of Roseville, MN
Project: Flame Development 1723 County Road B2
Subject: **Master Sign Plan Approval**

The draft approval of our Master Sign Plan is not consistent with our application requirements based on our tenant leases.

The requirements for the wall signs of 392 sq foot and 2 sq ft per front foot are acceptable, as are the other terms for wall signs.

We cannot agree to replace the freestanding sign or to have three equal signs for each tenant due to the requirements of our leases.

The existing freestanding sign will be refurbished with the same size for the upper sign (75 sf) being designated to Mattress Firm as required as a condition in our lease with them.

The lower sign (32sf) will be refurbished to include Select Comfort and the other future tenant, each using half , or 16 sf of the lower sign as required in our lease with Select Comfort.

This 107 sq. ft. +/- fits within your approved 120 sq. ft. We can agree to update the metal pole at the base of the sign.

Since the building sits back behind the parking lot, it is impractical to have a leasing sign on the building and we request you approval to retain the existing temporary leasing sign for the last tenant.

If necessary we could provide two signs in front of the base of the freestanding sign, one facing each direction along County Road B2.

Please review the above requirements and revise your Master Sign Plan approval.

Cc: Mark Abramovitz
Herb Margolis

Thomas Paschke

From: RKloiber@homfurniture.com
Sent: Monday, June 04, 2012 3:58 PM
To: Thomas Paschke
Subject: 2500 Cleveland (S & J Partnership, LLP) - Master sign plan

Thomas,

We calculated the available signage on the back half of the building. With 6 tenants, we would offer a not to exceed 60 sf of signage for each tenant. As a note, each of the 6 potential tenants spaces has a minimal lineal frontage of 30 ft.

Signs will be either individual back lit letters, or raceways, and will abide by your height requirements.

Please let me know if there is anything else you need from me.

Sincerely,

Ralph Kloiber
Real Estate Director
HOM Furniture
763-767-3625 Direct
612-919-7642 Cell
E-Mail: RKloiber@homfurniture.com

Please join us for the HOM Open
Thursday July 26th, 2012
Majestic Oaks Golf Club
www.HOM-OPEN.Org

Please consider your environmental responsibilities before printing this email. Reduce, Reuse, Recycle.

ROSEVILLE

COMMUNITY DEVELOPMENT
2660 Civic Center Drive ♦ Roseville, MN 55113
Phone: (651) 792-7005 ♦ Fax: (651) 792-7070

MASTER SIGN PLAN APPLICATION

CITY CODE SECTION 1010.03
www.ci.roseville.mn.us

- RESIDENTIAL APPLICATION FEE: \$250
 COMMERCIAL APPLICATION FEE: \$350

Fee should be made payable to City of Roseville upon submittal of application.

Please complete the application by typing or printing in ink. Use additional paper if necessary.

1. Property Owner Information:

Last name: Kloiber First name: Ralph
Address: 10301 Woodcrest Dr. NW City/State/Zip: Coon Rapids, MN 55433
Phone number: 763-767-3625 Email address: R.Kloiber@hom-furniture.com

2. Applicant Information: (if different from above)

Company name: Sandmann Signs & Electric, Inc.
Last name: Sandman First name: Marlene
Address: 24249 99th St. NW City/State/Zip: Elk River, MN 55330
Phone number: 763-856-5019 Email address: SandmannSign@1200M.net

3. Address of Property Involved: (if different from above)

2500 Cleveland Ave. N - Suite 0

4. Additional Required Information:

- Site plan illustrating on-site improvements and location of proposed signage
 - Sign details including sign dimensions, area calculations, and construction specifications for each sign being contemplated, as well as elevations showing wall signs and/or freestanding signs as appropriate
5. Signature(s): By signing below, you attest that the information above and attached is true and correct to the best of your knowledge.

Property Owner: Ralph Kloiber

Date: 5/15/12

Applicant: Marlene Sandmann

Date: 5-9-12

We are an electrical contractor & have a license w/ the state of MN.



COMMUNITY DEVELOPMENT

2660 Civic Center Drive ❖ Roseville, MN 55113
Phone: (651) 792-7005 ❖ Fax: (651) 792-7070

MASTER SIGN PLAN APPLICATION

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b. Sign details including sign dimensions, area calculations, and construction specifications for each sign being contemplated, as well as elevations showing wall signs and/or freestanding signs as appropriate

5. Signature(s): By signing below, you attest that the information above and attached is true and correct to the best of your knowledge.

* Property Owner: _____

Date: _____

Applicant: Marlene Sandmann

Date: 5-9-12

Sandmann
Signs & Electric

Complete Sign & Electrical Service

Marlene Sandmann

Office: 763-856-5019 Fax: 763-856-8119 Cell: 763-242-0638
Email: sandmannsign@izoom.net

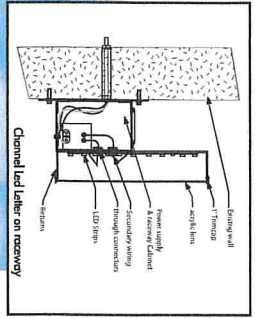
Master Sign Plan Regulations: (from §1010.03D of the Roseville City Code)

1. **Purpose:** The purpose of the Master Sign Plan is to establish fair and equitable criteria for complex signage situations that accommodate the need for a well-maintained, safe, and attractive community, and the need for effective communications, including business identification.
2. **Effect of Master Sign Plan:** Upon approval of a Master Sign Plan, all future signs shall conform to the Master Sign Plan. Modifications to the provisions of the Master Sign Plan may be granted only with the approval of a new Master Sign Plan.
3. **Required:** A Master Sign Plan is required for:
 - a. Building complexes
 - b. Multi-tenant structures
 - c. Covered mall buildings, shopping centers, or strip malls
 - d. Planned Unit Developments
 - e. Area identification signs
 - f. Churches/places of worship/institutions/schools
4. **Criteria:** The following criteria should be used when developing a Master Sign Plan.
 - a. **Guideline:** If possible, the underlying zoning district regulations (pertaining to signage and listed in Section 1010.09) should be used as a guideline with minimum variations as needed to meet the intent of this Chapter.
 - b. **Location:** No freestanding sign shall be located closer than 5 feet to a property line, roadway easement, or other public easement. No freestanding sign shall be erected that, by reason of position, shape, or color, would interfere in any way with the proper functioning or purpose of a traffic sign or signal. No freestanding sign shall be located within the Traffic Visibility Triangle. No freestanding sign shall impede/impair traffic.
 - c. **Quality:** All signage shall improve the aesthetics or functional use of the site. All freestanding signs shall include materials that complement the architectural design/existing building materials, including but not limited to face brick, natural or cut stone, integrally-colored concrete masonry units/rock-faced block, glass, pre-finished metal, stucco or similar cementation coating, and/or factory finished metal panels. Landscaping may be integrated into any freestanding sign.
 - d. **Type:** All types of signs are permitted except those prohibited by Section 1010.02C.
 - e. **Size:** The size of all signage (building wall and freestanding) shall be limited to 1.5 times the maximum allowed under Section 1010.08 (Wall Signage).
 - f. **Height:** The height of any freestanding sign shall be limited to a height of 40 feet.
 - g. **Number:** The number of freestanding signs shall be reasonably related to the number of access points to public streets and/or the number of tenants within the multi-tenant structure.
5. **Approval Process:** Submittal of a Master Sign Plan application, appropriate/applicable information, and fee (\$250 residential and \$350 commercial/industrial) is required with the Office of Community Development. The Planning Division shall hold an administrative hearing and take appropriate action on requests for Master Sign Plan approvals. The following shall apply:
 - a. The City Planner shall schedule an administrative hearing before a subset of the Development Review Committee, including the Community Development Director, Permits Coordinator, City Planner, Associate Planner and/or City Department representatives as determined by the Community Development Director, hereinafter referred to as the Master Sign Plan Committee (MSPC) the time and place for which shall be set by the City Planner, to consider the proposed Master Sign Plan with respect to the criteria in Section 1010.03D4 of this title.
 - b. The applicant and contiguous/affected property owners shall be notified by the City Planner of such time and place in writing not less than 10 days prior to such hearing. The City Planner may notify additional property owners if a determination is made that such additional notification is merited.
 - c. The MSPC shall hold the administrative hearing as scheduled by the City Planner.
 - d. The MSPC shall render and forward a recommendation to the Community Development Director or Designee for approval and the Community Development Director or Designee shall make the final decision.
 - e. Should the applicant or a contiguous property owner object to the decision of the Community Development Director or Designee on the Master Sign Plan, an appeal may be filed within 10 days following the administrative decision by the Community Development Director or Designee. The appeal shall be made in writing and shall be addressed to the City Manager. The City Council shall take up the appeal at a regular meeting within 45 days on the appeal. The Master Sign Plan appeal shall follow notice requirements and other procedures contained in Chapter 108 of the Title.

GOODWILL

20'-4"

42"



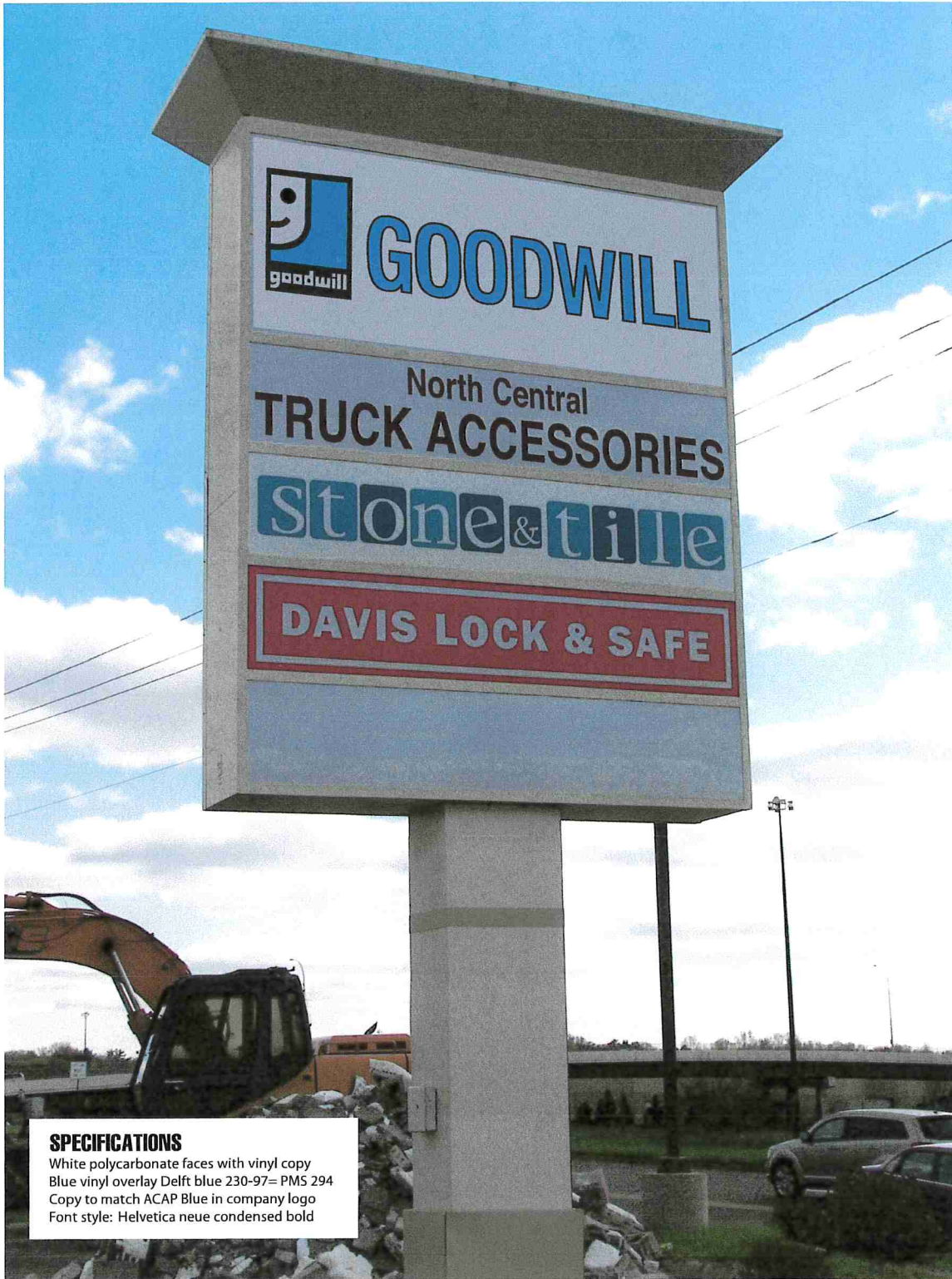
SPECIFICATIONS

White polycarbonate faces with vinyl copy
 Blue vinyl on letter. Letter color 230973 PMS 2944
 Copy format K&A Blue Ink company logo
 Font style: Helvetica neue condensed bold
 Black trim cap / black returns

GOODWILL -Store front / Roseville 2 /42" LED letters on raceways



* This drawing is the property of Sandmann Signs, Inc. It is submitted to your company for the sole purpose of your consideration of whether to purchase a sign(s) manufactured according to these plans from Sandmann Signs, Inc. Distribution or exhibition of this plan to anyone other than employees of your company or use of this plan for construction of a similar sign to the one(s) created herein, is forbidden. In the event that such exhibition occurs, Sandmann Signs, Inc. will expect to be reimbursed for the time and materials used in creating this drawing.



SPECIFICATIONS

White polycarbonate faces with vinyl copy
Blue vinyl overlay Delft blue 230-97= PMS 294
Copy to match ACAP Blue in company logo
Font style: Helvetica neue condensed bold

GOODWILL -Pylon sign polycarbonate faces & vinyl copy (V1) Roseville 2



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Goodwill -Roseville Post & panel S/F 18" X 30" with 2"x 2" alum sq. tube - non illuminated



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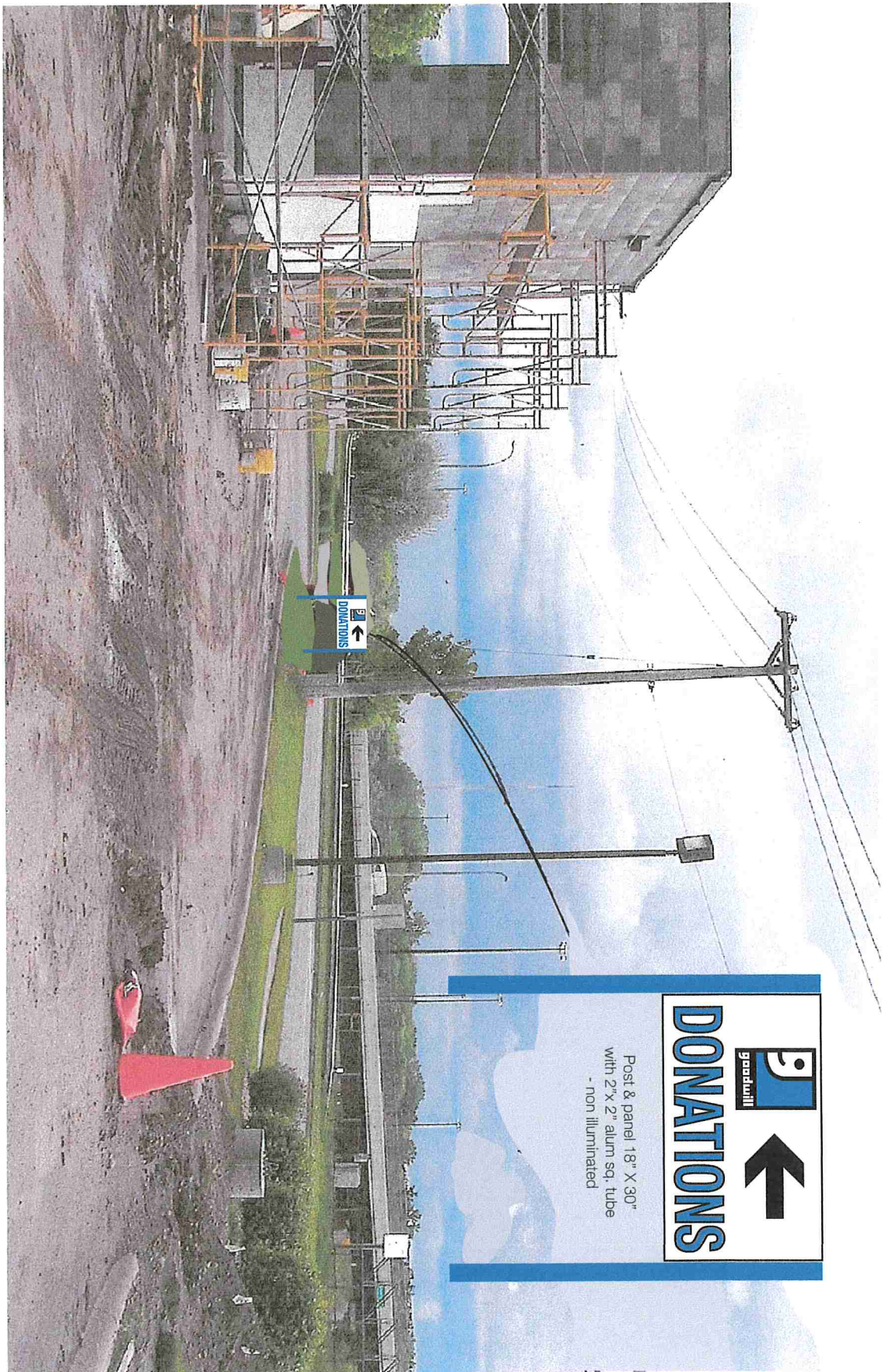


S/F window clings 44"W X 30"H
NON ILLUMINATED

GOODWILL -Store front / Roseville 2 / S/F window clings 44"W X 30"H / NON ILLUMINATED



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goodwill

←

DONATIONS

Post & panel 18" X 30"
 with 2"x 2" alum sq. tube
 - non illuminated

Goodwill / Post & panel 18" X 30" with 2"x 2" alum sq. tube - non illuminated

* This drawing is the property of Sandheman Sign, Inc. It is submitted to your company for the sole purpose of your consideration of whether to purchase a sign(s) manufactured according to these plans from Sandheman Sign, Inc. Dimensions or other details of this plan to anyone other than the person to whom they have been referred may be considered to be confidential for the firm and recipient used in creating this drawing. It is not to be used without the express written consent of Sandheman Sign, Inc. and will be held in confidence for the firm and recipient used in creating this drawing.



